

ABSTRACT OF THE DISCLOSURE

An on-vehicle display device including a display unit installed in a cabin of a vehicle for displaying information, a vehicle condition detection unit for detecting a current vehicle condition, a sitting state detection unit for detecting a passenger's current sitting state in each of seats in the cabin, a rearward visibility detection unit for detecting driver's rearward visibility, a determination unit for determining an optimal position and an optimal direction of a display portion of the display unit based on the detected vehicle condition, the detected sitting state and the detected driver's rearward visibility, and a drive unit for changing a position and a direction of the display portion of the display unit based on a determination result obtained by the determination unit.